

# ICE.gov Web Analytics

Jul 1, 2020 - Jul 31, 2020

**All Users**  
100.00% Sessions

## Total Visits

**3,975,926**

% of Total: 100.00% (3,975,926)



## Avg. Visit Duration

**00:01:31**

Avg for View: 00:01:31 (0.00%)



## Pageviews

**5,973,892**

% of Total: 100.00% (5,973,892)



## Unique Visitors

**3,001,522**

% of Total: 100.00% (3,001,522)



## Avg. Pages / Visit

**1.50**

Avg for View: 1.50 (0.00%)



## Avg. Time on Page

**00:02:59**

Avg for View: 00:02:59 (0.00%)



## Bounce Rate

**74.83%**

Avg for View: 74.83% (0.00%)



## Top Pages

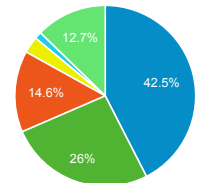
Page Title	Pageviews	Bounce Rate
SEVP modifies temporary exemptions for nonimmigrant students taking online courses during fall 2020 semester   ICE	3,235,875	82.60%
ICE	339,566	38.82%
ICE Guidance on COVID-19   ICE	240,147	54.72%
(not set)	195,380	68.58%
News Releases   ICE	160,589	54.87%
Student and Exchange Visitor Program   ICE	108,534	42.28%
Newsroom Overview   ICE	91,432	43.50%
HSI Tip Form   ICE	81,097	70.41%
Operation Stolen Promise   ICE	45,204	88.68%
Working for ICE   ICE	40,885	35.98%

## Visits by Social Network

Social Network	Sessions
Facebook	672,472
Twitter	119,125
LinkedIn	19,164
reddit	8,016
YouTube	5,237
Instagram	5,075
Hacker News	1,186
Naver	1,167
Blogger	1,145
Instagram Stories	1,130

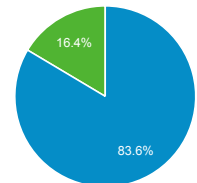
## Visits by Source

(direct) google m.facebook.com t.co l.facebook.com Other



## New vs. Returned Visitors

New Visitor Returning Visitor



## Top keywords

Keyword	Users	Time on Page
https://www.ice.gov/news/releases/sevp-modifies-temporary-exemptions-nonimmigrant-students-taking-online-courses-during	3,068	55:34:56
amazon	801	00:00:00
ice	642	26:08:24
https://www.ice.gov/news/releases/sevp-modifies-temporary-exemptions-nonimmigrant-students-taking-online-courses-during#wcm-survey-target-id	610	13:17:14
ICE	278	17:03:31
sevp	194	13:24:12
ice detainee locator	171	06:36:06
sevis	145	06:37:20
ice locator	127	06:23:42
https://www.ice.gov/coronavirus	124	06:14:25

# DHS.gov Customer Satisfaction Survey

7/1/20- 7/31/20

## Overall Customer Satisfaction Score

**63.73**

### How would you rate your overall experience today?

**49.98**

Answer Choices	Responses	Points	Score
▪ Outstanding	308	100	30800
▪ Above Average	249	75	18675
▪ Average	346	50	17300
▪ Below Average	92	25	2300
▪ Poor	387	0	0
<b>Total</b>	<b>1382</b>		<b>69075</b>

### Were you able to complete the purpose of your visit?

**69.03**

Answer Choices	Responses	Points	Score
▪ Yes	954	100	95400
▪ No	428	0	0
<b>Total</b>	<b>1382</b>		<b>95400</b>

### Would you still return to this website if you could get this information or service from another source?

**68.30**

Answer Choices	Responses	Points	Score
▪ Yes	765	100	76500
▪ No	355	0	0
<b>Total</b>	<b>1120</b>		<b>76500</b>

### Will you recommend this website to a friend or colleague?

**68.30**

Answer Choices	Responses	Points	Score
▪ Yes	765	100	76500
▪ No	355	0	0
<b>Total</b>	<b>1120</b>		<b>76500</b>

### Please describe your experience finding your way around (navigating)ICE.gov today.

**68.12**

NOTE: Excludes "Other" responses

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	641	100	64100
▪ Had technical difficulties (e.g. error messages, broken links)	23	0	0
▪ Links did not take me where I expected	51	0	0
▪ Links / labels are difficult to understand, they are not intuitive	35	0	0
▪ Navigated to general area but couldn't find the specific content needed	92	0	0
▪ Too many links or navigational choices	33	0	0
▪ Would often feel lost, not know where I was	66	0	0
<b>Total</b>	<b>941</b>		<b>64100</b>

### How was your experience using our site search?

**57.77**

NOTE: Excludes "Did not use search" and "Other" responses

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	264	100	26400
▪ I was not sure what words to use in my search	30	0	0
▪ Results were not helpful	73	0	0
▪ Results were not relevant to my search terms or needs	34	0	0
▪ Results were too similar / redundant	9	0	0
▪ Returned not enough or no results	28	0	0
▪ Returned too many results	19	0	0
<b>Total</b>	<b>457</b>		<b>26400</b>

# DHS.gov Customer Satisfaction Survey

Time period :7/1/2020 -7/31/2020

## Demographic Information

### What Information were you looking for today?

Answer Choices	Responses	Percentage
▪ Contact information	44	3.18%
▪ Student Exchange Visitor	574	41.53%
▪ Online Detainee	25	1.81%
▪ Investigations	57	4.12%
▪ Contracting opportunities	5	0.36%
▪ Email, RSS feeds, or subscription services	10	0.72%
▪ Forms or publications	25	1.81%
▪ Immigration Enforcement	225	16.28%
▪ Information about ICE (leadership, history, etc.)	58	4.20%
▪ Jobs / career information	77	5.57%
▪ Law enforcement	49	3.55%
▪ News	146	10.56%
▪ Photographs	9	0.65%
▪ Small business resources	6	0.43%
▪ Training	16	1.16%
▪ Videos	5	0.36%
▪ Cybersecurity	12	0.87%
▪ Human trafficking	39	2.82%
<b>Total</b>	<b>1382</b>	<b>100%</b>

### If you weren't able to complete your visit, please select the option that best describes your difficulty.

Answer Choices	Responses	Percentage
▪ Bad link	24	6.28%
▪ Content wasn't easy to understand	211	55.24%
▪ Error on page	34	8.90%
▪ Multimedia / technical problem	27	7.07%
▪ Outdated information	86	22.51%
<b>Total</b>	<b>382</b>	<b>100%</b>

### Which of the following best describes you?

Answer Choices	Responses	Percentage
▪ Business representative	59	5.35%
▪ Educator	173	15.70%
▪ Federal government employee	26	2.36%
▪ First responder / law enforcement official	23	2.09%
▪ Government contractor	12	1.09%
▪ International visitor	24	2.18%
▪ Job seeker	62	5.63%
▪ Media representative	9	0.82%
▪ Non-profit staff or volunteer	32	2.90%
▪ State, tribal, territorial or local government representative	10	0.91%
▪ Student	339	30.76%
▪ Traveler (domestic or international)	18	1.63%
▪ Other	315	28.58%
<b>Total</b>	<b>1102</b>	<b>100%</b>